



## “ANNADATA ORGANIC FOOD FESTIVAL”

BHIMTHADI JATRA- 2017, AGRICULTURAL COLLEGE GROUNDS, SHIVAJI NAGAR, PUNE

22<sup>ND</sup> TO 25<sup>TH</sup> DECEMBER 2017

### Options for Sponsorship

1. Title Sponsorship – Rs. 15 Lakhs

This option brings the opportunity to be part of the Title, e.g. 'ABC Annadata Organic Food Festival' (where ABC is the Title Sponsor's brand name)

In addition to this, there will be numerous possibilities for enhancing brand visibility through posters and banners, promotional literature, media content on all radio, audio-visual, print and social media.

2. Sponsorship of the 'Annadata Safe food Exhibition Zone' – Rs. 7.5 Lakhs

This option is for specific sponsorship of the 'Annadata Safe Food Exhibition Zone'. This will be a prime attraction of the AOFF, and every visitor will pass through it mandatorily by design. It will be a zone of amazing information, fascinating insights and hands-on experiences that drive home the theme of 'Safe Food' and leave the visitor enlightened.

3. Sponsorship of the 'Annadata Safe Food Calendar' – Rs. 5 Lakhs

Here is an opportunity to be co-branded with the unique 'Safe Food Calendar' 2018. This calendar will enter thousands of homes and stay there for the entire year, offering assured widespread brand-visibility for the sponsor. It will be a high quality, aesthetically superior product, which will bring out twelve important aspects of the 'Safe Food' theme over the next year.

4. Sponsorship of the 'Annadata Safe Food Guide' – Rs. 3 Lakhs

The 'Safe Food Guide' will be a simple poster made on thick, durable card paper, with attractive printing. It will provide crucial guidance to the citizen for making wise choices and ensuring demand for safe food in every home. This product will have the potential to remain visible indefinitely, even beyond one year, since there is no time factor attached with it. It therefore has long duration brand-visibility.



#### Options for Sponsorship

5. Sponsorship of 'Annadata Fliers' for bulk distribution – Rs. 1 Lakh  
We propose to distribute Annadata Fliers to at least 2 lakh school children across Pune who will be asked to simply go home and give it to their mothers. This way we create awareness about Safe Food and invite more people to the event itself. These fliers can also be co-branded.
6. Advertisement in 'Vanarai' Magazine – Rs. 8000 Full page, Rs.5000 Half page  
The Vanarai magazine is the monthly publication of the illustrious Pune-based NGO 'Vanarai', which is also a key participant of the Annadata Organizing committee. It has an exclusive readership comprising of all MPs, MLAs, Collectors and other senior officials across the state. The issue for the month would be a special 'Safe Food' edition.

Please contact us if you are interested in sponsorship:

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Pls cc emails to [safefoodpune@gmail.com](mailto:safefoodpune@gmail.com)